



2018 MAYOR'S EARTH DAY CHALLENGE

BACKGROUND

Whether it's drought conditions in the western U.S. or the high costs of energy related to water use in the eastern U.S., saving water has become one of the most talked about issues in the nation today. For Mayor-President Sharon Weston Broome and the City of Baton Rouge, Parish of East Baton Rouge (City-Parish), water conservation is a top priority. The Mayor's Department of Environmental Services (DES) plays a critical role in managing our water supply and ensuring all residents have plenty of clean water for everyday use.

In honor of Earth Day, and because this issue is such an important priority, Mayor Broome is excited for Baton Rouge to participate in the Wyland National Mayor's Challenge for Water Conservation. Through this competition, cities across the country educate their residents on the importance of water conservation by asking them to take an online pledge throughout the month of April.

Through the DES School Outreach Program, the City-Parish is reaching out to schools to engage them in this competition. Furthermore, DES has created its own competition using the Mayor's Challenge to make this effort even more exciting!

WATER CONSERVATION PLEDGE COMPETITION

Students and teachers from across East Baton Rouge Parish will compete against one another to see which school can get the largest percentage of its student population to participate. The process is led by teachers and completed with students in a classroom setting. Pledges can be made from April 1 – 30, 2018. If your school would like to participate, here are the following steps:

- Email our DES School Outreach Coordinator, Michael Lowe, at mlowe@brla.gov, letting him know your school would like to participate. Include your name, contact information, school's name, and the total number of students in your school.
- Send an email to other teachers in your school telling them about the competition and asking them to participate. In this email, provide the specific steps outlined below. Remember, the goal is to get as many students in your school to participate as possible, so you'll need help!
- Each teacher should designate class time to take the pledge with their students using the following steps:
 - Visit brla.gov/mayorchallenge and watch the video from Mayor Broome about the competition

- Click [HERE](#) to begin the pledge – select the option to take the pledge using your email address
- When prompted to “search for your city” type in “Baton Rouge” and select the “Baton Rouge, Louisiana” option (even if your school is located in the city of Baker, Central, or Zachary)
- As you go through the pledge, explain to students what they are committing to in each section
- At the end, provide your email address and the number of students who are in your class and making the pledge
- IMPORTANT – make sure you click the box to enter the sweepstakes drawing. Once you do, you will be asked to enter more information about your school such as your school name, address, phone number, and grade level - this step is critical so that DES can track which school is participating. When prompted to enter the name of charity to win the 2018 Toyota, you can enter a charity of your choice, or put “N/A”. You DO NOT need to submit student names or paste in a roster.
- If the teachers wish, they can download additional resources [HERE](#) (scroll to bottom of page) to educate their students on water conservation.

All submissions must be completed by April 30, 2018. Results will be tallied during the first week of May. If multiple schools receive 100 percent participation, a drawing will take place to select the winner.

The winning school will receive a proclamation from Mayor Broome, which will be presented to students from the winning group at a future Metro Council meeting. Additionally, the winning school will receive an Amazon gift card to be used for science classroom supplies.

For any questions about this competition, please contact Michael Lowe at mlowe@brgov.com or (225) 389-3240.

ADDITIONAL RESOURCES

If you are interested in learning more about Mayor Broome’s focus on sustainability for East Baton Rouge Parish, see the following resources provided by the City-Parish and DES:

- [City-Parish Recycling Website](#) – contains all of the resources listed below as well as additional information on recycling
- [“Recycling Newsflash” Subscription Link](#) – sign up to receive the latest information on events and resources
- [“What Goes in the Cart”](#) – information on what recyclable materials are accepted as part of the City-Parish’s residential recycling program
- [Red Stick 311](#) – how to request service or report an issue with solid waste or waste water
- [Yard Smart/Earth Wise](#) – information on composting, grass recycling, mulching, and rain water harvesting
- [Household Hazardous Materials](#) – information on the proper disposal of hazardous waste materials